



AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



July 16, 2025
9:00 am Meeting

<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of June 18, 2025
- V. TOWN REPORT**
 - A. Update on Placer.ai
 - B. Status of Fruit & Wine sign use by private businesses
- VI. FINANCIAL YTD UPDATE**
 - A. YTD
 - B. Room night report
- VII. ADVERTISING UPDATE**
 - A. Marketing Update
 - B. Update on RV marketing
 - C. Update on River float marketing
- VIII. CONTINUED BUSINESS:**
 - A. Status of Downtown Map signs, including the 3rd panel on the Shuttle sign
 - B. 250/150 Campaign grant submitted – No word yet
 - C. Discussion on Kiosk - drawings from Cassidy
- IX. NEW BUSINESS**
 - A. Creating a poster sign for the Kiosk at the launch parking lot with water safety and the ‘Do Palisade Right’ poster
 - B. CTO Marketing Management Grant Application Open till August 28th.
[Tourism Marketing Grant | Colorado Office of Economic Development and International Trade](#)
Info Webinar July 17, 10 AM Focus on 250/150 initiative. Can someone attend?
 - C. Possibility of future joint meetings with the Fruita Tourism Board and the Grand Junction Tourism Board
- X. PUBLIC COMMENT (Please limit comments to 3 Minutes)**
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XII. ADJOURNMENT**

Next Meeting 9 AM Wednesday, August 20, 2025



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
June 18, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:01 am by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice Chair Ryan Robinson, and Trustee Jeff Snook. Member Tim Wenger was absent. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Brandi Allen with Slate Communications.

OATH OF OFFICE

Town Clerk Keli Frasier administered the Oath of Office to Rondo Buecheler.

APPROVAL OF AGENDA

Motion #1 by J Rasmussen, seconded by J Burford, to approve the agenda as amended to include RV Advertising to the *Advertising Update*, and a discussion about the State of Colorado 250/150 Campaign to *New Business*.

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by J Burford, seconded by C Shull, to approve the Minutes of May 21, 2025, as corrected to fix Member B McElley's name and add Vice-Chair Ryan Robinson to the members that were given the Oath of Office.

A voice vote was requested.

Motion carried

TOWN REPORT

Town Manager Hawkinson reviewed the compliance status of the VRBOs in Town and answered Board questions about Harvest Host operations.

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2025

	Fees	# of Nights
January	\$1,760.00	440
February	\$2,292.00	573
March	\$4,792.00	1,198

2024

	Fees	# of Nights
January	\$2,356.00	589
February	\$2,428.00	607
March	\$7,302.00	2,238

April	\$7,832.00	1,958
TOTAL	\$16,676.00	4,169

April	\$8,024.00	2,006
TOTAL	\$20,110.00	5,440

DIFFERENCE		
	Fees	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1,040
April	-\$192.00	-48
TOTAL	-\$3,434.00	-1,271

ADVERTISING UPDATE

Marketing Update

B Allen reviewed marketing campaigns, website analytics, social media updates, mid-week travel promotions, and the upcoming FAM Tour planned for August.

RV Advertising

Chair Adams led discussion about pushing advertising to RV travelers.

The consensus of the Board is to add RV Marketing to the Utah NPR Campaign, utilizing positive wording about staying at approved campgrounds, and to reach out to Elazibeth with Grand Junction Tourism to discuss cooperative marketing.

CONTINUED BUSINESS

Update on Map/Stickers/Postcards

Chair Adams brought all items, and the Board discussed who needed items and how they would get distributed.

Status of data analytics program - Placer.ai

Town Manager Hawkison announced that the Board of Trustees approved the purchase of Placer.ai data analytics software for a one-year subscription.

Status of Downtown Map signs

Chair Adams announced that Bud's Signs is working on the new maps, and the existing kiosks have been updated.

NEW BUSINESS

Discussion on Future Kiosk Locations

The Board discussed possible locations for a new tourist information kiosk.

Motion #3 by R Buecheler, seconded by J Burford, to apply for a \$5,000.00 AGNC grant, with a \$5,000.00 match to come from the Tourism Fund, for a new kiosk using the specifications of the old kiosk, and to place the new structure in the Main Street parking lot.

A voice vote was requested.

Motion carried

Discussion on the State of Colorado 250/150 Campaign

Chair Adams announced the State of Colorado is hosting a year-long celebration for the USA's 250th anniversary and Colorado's 150th anniversary. Part of the celebration includes offering grants to help municipalities host events in their towns.

The consensus of the Board is to submit a letter of interest during the second round of grants.

Discussion on Usage of Palisade Byway Sign

The Board discussed concerns about a private business using the Fruit & Wine Byway signs as a personal logo on East Orchard Mesa. Town Manager Hawkinson stated that she would direct Code Compliance to look into the matter.

PUBLIC COMMENT

Matt Payne of Palisade recommended leveraging Placer.ai to determine which grants to apply for, and encouraged looking for grant opportunities to help move tourists throughout town when the various construction projects begin in the fall.

Lisa McNamera of Palisade offered to collaborate on and audit the Visit Palisade website.

Bob Licatta of Palisade expressed concerns with marketing to RVers and where they will park throughout town.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by C Shull, seconded by B McElley, to adjourn the meeting at 10:40 am.

A voice vote was requested.

Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

Capital Projects to Date

Waste-Water Consolidation to Clifton	\$24 million
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- Winter Construction (canal drained) – Fall 2025 – Fall 2026
- Abandonment of existing lagoons – 1 year – Summer 2026 – 2027

DOLA Grant – Engineering Waste-Water Consolidation	\$2 million
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- Submitted Grant Request of \$1million for engineering on water-consolidation project – 50% match for \$2 million – complete Fall 2025

Roundabout Highway 6 – CDOT	CDOT Project
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- Construction Begin Fall 2025
- Town working closely with CDOT – Town responsible for lighting, landscaping, irrigation, bike lane definition

Multi-Modal Sidewalk Grant Award for Elberta – 1st Street to Wine Cty Rd.	\$2 million
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- Town awarded \$1.8 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000 - Includes 2 bridges over canal
- Construction Fall 2025 – April 2026

Land Use Code Update	\$40,000
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- DOLA grant \$20,000 - Town \$20,000 total \$40,000
- Project being completed with grant 7/29/2025

Boat Ramp – River Path Access	\$150,000
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- Design/ Engineering Plans complete
- Waiting Approval of Army Corp Permit
- Fall/ Winter Construction 2026-2026

WRAP – Wildfire Ready Action Plan – Regional Watershed Planning	\$ Regional Grant Fund
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- The Town of Palisade is part of a regional grant to plan wildfire management in the town's watershed. When complete the opportunity for grant funding to implement infrastructure.

Community Center	\$ Estimate????
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- The building has been closed for use due to the failing HVAC system and structural damage.
- To date architectural and construction review has been completed. This report is an analysis of the updates needed to the building.
- Asbestos reports are complete.

Palisade Irrigation	\$
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- The Town took over Palisade Pipes & Lateral Irrigation System.
- This infrastructure provides irrigation water to roughly half of the town from the Price Ditch.
- The mapping of the infrastructure is 90% complete.
- Next step is a rate study for the system.
- A study also needs to be conducted on how much water from the Price Ditch can be utilized.

Palisade Swimming Pool	\$15,000
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- The Trustees have directed to begin a preliminary design on a swimming pool remodel.

Recently Completed Capital Projects

Fiber	50% DOLA Grant - 50% Town	\$450,000
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- Project Complete 6/2025 - CDOT fiber going live – Town connected

TAP Grant Sidewalks –	80% Grant – 20% Town	\$1 million
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- Project Complete – remaining funds to CDOT roundabout project

<u>Troyer Sewer Lift Station</u>

- DOLA grant 80% - Town 20% - total \$346,645.00
- Project Complete 6/2025

<u>Hydraulic Model Study</u>

- DOLA grant \$20,000 - Town \$30,000 total \$50,000
- Project Complete 1st Quarter 2024

Veterans Park Playground	\$75,000
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- \$75,000 Lotto & Trailer Park Development Funds
- Completed Fall 2023

Clinic	\$5 million
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- Project Construction Complete – Town owns the building and leases
- Project 100% grant funded at \$5 million

<u>Renovation Historic Gym</u>

- A new south wall and indoor staircases were constructed, opening the historic bleachers back into the gym space.

<u>MMOF Safety Improvements to Highway 6</u>
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- Highway 6 was remodeled with left hand turn lanes, the removal of a lane and the addition of pedestrian safety refuge and detached sidewalks with landscaping

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	4,544.84	7,500.00	2,955.16	39%
003-012-5247	DESIGN/PRODUCTION	6,250.00	15,000.00	8,750.00	58%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	10,815.00	22,500.00	11,685.00	52%
003-012-5250	OFFLINE MEDIA	15,905.25	22,500.00	6,594.75	29%
003-012-5251	TOWN WEBSITE	6,531.17	15,000.00	8,468.83	56%
003-012-5255	ACCOUNT MANAGEMENT FEES	3,125.00	7,500.00	4,375.00	58%
Total TOURISM FUND:		47,171.26	90,000.00	42,828.74	48%

LODGING TAXES REVIEW**2025**

** Reporting Month is the Total Collected from Participant Reports.

This may include prior months activities if not received by the end of the reporting month. For Example: Jan 2025 reporting is usually for Dec Lodging reports paid in Jan. It may include reports before Dec.

This report only includes the \$4 per room per night Tax.

Reporting Month 2025				Reporting Month 2024			
	Taxes	# of Nights			Taxes	# of Nights	
January	\$1,760.00	440	4.00	January	\$2,356.00	589	4.00
February	\$2,292.00	573	4.00	February	\$2,428.00	607	4.00
March	\$4,792.00	1,198	4.00	March	\$7,302.00	2,238	3.26 **
April	\$7,832.00	1,958	4.00	April	\$8,024.00	2,006	4.00
May	\$15,512.00	3,878	4.00	May	\$14,192.00	3,548	4.00
June				June	\$14,988.00	3,747	4.00
July				July	\$14,920.00	3,730	4.00
August				August	\$17,592.00	4,398	4.00
September				September	\$16,448.00	4,112	4.00
October				October	\$10,172.00	2,543	4.00
November				November	\$4,500.00	1,125	4.00
December				December	\$2,156.00	539	4.00
	<u>\$32,188.00</u>	<u>8047</u>	<u>\$4.00</u>		<u>\$115,078.00</u>	<u>29182</u>	<u>\$3.94</u>
	% of '24	1366.21%			2024 Total	29182	

2024 EMS Collected at \$2 per room per night

Total collection of \$56,200

DIFFERENCE

	Taxes	Nights	
January	-\$596.00	-149	
February	-\$136.00	-34	
March	-\$2,510.00	-1040	**
April	-\$192.00	-48	
May	\$1,320.00	330	
June			
July			
August			
September			
October			
November			
December			
	<u>-\$2,114.00</u>	<u>-941</u>	

We Collected STVR Taxes in 03.2024 for past periods from 2021 through 2023 for 441 nights. We also Collected Penalties and Interest with this payment.